

New Deadline for Invitation to Participate as an EE



In January 2001, all existing Enrollment Entities for the California Healthy Families and Medi-Cal for Children (HF/MCC) programs received an Invitation to Participate (ITP) as an Enrollment Entity (EE). The original ITP expired on June 30, 2000 and EEs were requested to submit a new ITP to be considered as an EE by February 15, 2001.

The deadline for this ITP, to be returned to

Richard Heath and Associates (RHA), has been extended to March 30, 2001.

If you are interested in participating as an EE you must submit the following to RHA, by March 30, 2001:

- A complete Invitation to Participate, including a signed original of the "Entity and RHA Agreement"
- Signed original of the "Certified Application Assistance and RHA Agreement" for any existing Certified Application Assistors, (CAAs)
- Business license or proof of tax exempt status
- (if necessary, Attached W-9 and 1099 forms)

After the required documents are received by RHA the organizations will be approved based on Managed Risk Medical Insurance Board (MRMIB's) and Department of Health Service (DHS)'s participation criteria. Faxes are not acceptable.

Complete question #16 of the application accurately

An accurate response to question #16 of the application can make a difference between a child receiving health benefits and not receiving benefits. Question #16 asks applicants to indicate if they DO NOT want Medi-Cal, Healthy Families or AIM. Some applicants incorrectly check the box when they DO want benefits.

Remember: Do Not Determine Eligibility

CAAs cannot make eligibility determinations. Eligibility determinations are made after the application has been sent to the State. Assistants can advise applicants on HF/MCC program requirements, and should encourage families to complete the application, even if it appears the applicant may not qualify for one of the programs.

Healthy Families Program & Medi-Cal for Children FREE Outreach Materials Stampede!

Help educate families and increase enrollment in your community with **FREE** HF/MCC outreach material. Some of the outreach materials include panel cards in eleven languages, buttons in ten languages and tear-off display units in English or Spanish. Ready-to-copy flyers and mini-posters are also available in English and Spanish and have a blank space at the bottom to include your contact information. Many of the materials are now available in larger quantities so order while supplies last by calling the toll-free Certified Assistant HELP Line at 1-888-237-6248.

The HF/MCC customizable print ads are still available too! These ads can be used as advertisements in your local newspaper or photocopied for flyers, posters and newsletter inserts. All orders should be directed to Runyon Saltzman & Einhorn, attention Tania Palafox at (916) 446-9900, ext. 262 or via E-mail at: tpalafox@rs-e.com. Call or e-mail today to order your copies!

IMPORTANT DISTRIBUTION INFORMATION FOR LINKED CAA STAFF

This bulletin is provided only to enrollment entities. You are responsible for sharing this bulletin with your linked CAA staff. This information is needed to correctly complete applications and reduce payment denials.

RHA'S CAA HELP Line

1-888-237-6248

Monday - Friday 8:00 a.m. to 5:30 p.m.

Technical assistance for **CAAs** and **EEs** with family composition and income calculations; request an ITP and/or training; order enrollment and marketing materials; or provide change of address information.

EE Reimbursement and Information

1-888-747-1222

and press the star (*) key

Monday – Friday 8:00 a.m. to 5:00 p.m.

This line is for **EEs ONLY** who want to obtain information about the reimbursement process or to inquire about the status of their reimbursement. **EEs** will need to provide their **EE** number and **CAA** number for the person who provided the application assistance.

HF/MCC General Information

1-888-747-1222

Monday - Friday 8:00 a.m. to 8:00 p.m.

Operators will provide assistance to **anyone** requesting *general* information for both HF/MCC, and referral information to local **EEs** by county. Families requesting up to four applications and handbooks may call this line to order.

Healthy Families Information Line

1-800-880-5305

Monday - Friday 8:00 a.m. to 8:00 p.m.

Technical assistance for **applicants** who need general information about the HF program; answers to specific income and documentation questions when completing the application themselves; status information on their own completed and submitted application.

EEs may no longer use this line to check the status of an application on behalf of an applicant unless the applicant is present at the time the call is made.

CA Kids NEW Phone Number

1-818-461-1400

Please note: CA Kids has changed their phone number.

Who are the HFP/MCC Contract Partners?

Several contractors are partners in the implementation of the Healthy Families Program and Medi-Cal.

The Department of Health Services (DHS) administers the Medi-Cal program. DHS issues Medi-Cal eligibility guidelines, policy directives and program information to county Departments of Social Services.

The Managed Risk Medical Insurance Board (MRMIB) has the responsibility for the Healthy Families program eligibility, enrollment and the Healthy Families phone line through EDS (1-800-880-5305), and contracting with the health plans.

DHS has contracted with **Runyon, Saltzman & Einhorn (RS&E)**, the prime contractor, who is responsible for the advertising campaign. The following partners help advertise and provide outreach to the targeting population throughout California.

- **Richard Heath & Associates, Inc. (RHA)** has responsibility for the certification training, the Certified Assistant HELP Line, (888-237-6248), outreach, linking enrollment entities, and the callback referral process.
- **Hill and Knowlton** has responsibility for the production of outreach materials and the coordination of media events.
- **Electronic Data Systems (EDS)** has responsibility for the general information line, (888-747-1222) and payments for application assistance.

MRMIB has contracted with **EDS** for reviewing and processing applications and billing for and receiving premium payments for the HF program.

Application Assistance Fees Reminder

A \$50 fee is paid to **EEs** for each successfully enrolled HF/MCC program application that includes a request for fee payment.

A \$25 fee is paid to **EE's** who assist families in completing the Annual Eligibility Renewal (AER) forms.

Community based organizations, (CBOs) that receive HF/MCC program contracts are prohibited from receiving both contract funds and the application assistance fees.

Whether your agency receives the application assistance fees or not, your **EE** number and all of the required information must be present on Section 9 of the HF/MCC program application to assure that your agency receives credit for the application. The **EE** number is the tracking device for application assistance fee payment and contract goal accomplishment.

If you do not know your **EE** number please contact the CAA HELP Line at 1-888-237-6248.

New Federal Income Guidelines for Healthy Families Program and Medi-Cal for Children Effective April 1, 2001

Family Size	Child age 0 to 1 or Pregnant Women Medi-Cal	Child Age 0 to 1 Healthy Families	Child age 1 thru 5 Medi-Cal	Child Age 1 thru 5 Healthy Families	Child age 6 thru 18 Medi-Cal	Child age 6 thru 18 Healthy Families
1	\$0 - \$1,432	\$1,433 - \$1,790	\$0 - \$953	\$954 - \$1,790	\$0 - \$716	\$717 - \$1,790
2	\$0 - \$1,935	\$1,936 - \$2,419	\$0 - \$1,287	\$1,288 - \$2,419	\$0 - \$968	\$969 - \$2,419
3	\$0 - \$2,439	\$2,440 - \$3,048	\$0 - \$1,622	\$1,623 - \$3,048	\$0 - \$1,220	\$1,221 - \$3,048
4	\$0 - \$2,942	\$2,943 - \$3,678	\$0 - \$1,957	\$1,958 - \$3,678	\$0 - \$1,471	\$1,472 - \$3,678
5	\$0 - \$3,445	\$3,446 - \$4,307	\$0 - \$2,291	\$2,292 - \$4,307	\$0 - \$1,723	\$1,724 - \$4,307
6	\$0 - \$3,949	\$3,950 - \$4,936	\$0 - \$2,626	\$2,627 - \$4,936	\$0 - \$1,975	\$1,976 - \$4,936
7	\$0-\$4,452	\$4,453-\$5,565	\$0-\$2,961	\$2,962-\$5,565	\$0-\$2,226	\$2,227-\$5,565
8	\$0-\$4,955	\$4,956-\$6,194	\$0-\$3,296	\$3,297-\$6,194	\$0-\$2,478	\$2,479-\$6,194
9	\$0-\$5,459	\$5,460-\$6,823	\$0-\$3,630	\$3,631-\$6,823	\$0-\$2,730	\$2,731-\$6,823
10	\$0-\$5,962	\$5,963-\$7,453	\$0-\$3,965	\$3,966-\$7,453	\$0-\$2,981	\$2,982-\$7,453
Add the following dollar amount for each additional family member:						
	\$504	\$630	\$335	\$630	\$252	\$630

The Department of Health Services will release a Request for Application (RFA) on March 19, 2001, to solicit applications for contracts to provide direct outreach and enrollment activities associated with the Healthy Families Program/Medi-Cal for Children (HF/MCC).

Funding to support the outreach and enrollment activities sought in this RFA will be available from July 1, 2001 through June 30, 2003, subject to the annual appropriation of funds by the Legislature. Contract awards for collaborations will be between \$150,000 to \$300,000 per year for a two-year timeframe. In rural areas, contracts may be for single entities up to \$50,000 per year.

There are two components for the RFA. Applicants may apply for funding for one or both of the following components:

Community-based Outreach (total of \$6 million to be allocated)

This component refers to any entity that proposes to conduct community-based outreach and enrollment efforts to enroll children in HF/MCC or provides application assistance training. A collaborative may include, but is not limited to, community centers; clinics; Women, Infants & Children (WIC) agencies, cities and counties; community-based organizations and schools.

School Outreach (total of \$5.5 million will be allocated)

This component refers to any entity that utilizes an existing collaborative or develops a new collaborative with the goal to increase school-based and school-linked HF/MCC promotion and enrollment. A collaborative may include one or more school districts, county offices of education, local health jurisdictions, community-based organizations and/or other groups interested in linking with schools as partners.

The RFA will be available on the Department of Health Services' web site at: <http://www.dhs.ca.gov/mcs/omcp>.



Outreach, marketing and enrollment materials

ORDER FORM

Order by phone. Call toll-free:
Certified Assistant HELP Line 1-888-237-6248

Order by mail: **RHA HF/MCC Orders** 1300 West Shaw Suite 1A, Fresno, CA 93711
Fax your order to RHA: 559-222-1371

Please specify delivery address for requested materials

Date _____

Organization Name / Individual Name _____

Business Address _____

City _____

Zip Code _____

Delivery Address (if different) P.O. Boxes will not be accepted _____

City _____

Zip Code _____

Name of Contact Person _____

() _____

() _____

Phone _____

Fax _____

ORGANIZATION CATEGORY

Please indicate the category your organization represents and provide requested information.

☐ EE # (required) _____

☐ CAA # (required) _____

☐ County Dept. Name _____

☐ School/District Name _____

☐ Provider Name _____

☐ HF/MC Contractor's Name _____

These materials are available free of charge in limited quantities. Some materials may be discontinued without notice.

STANDARD DELIVERY

Please allow 4 to 5 working days for standard delivery at no cost.

SPECIAL DELIVERY REQUEST

You may request to have materials shipped at your cost by:

☐ UPS ☐ FedEx ☐ Other _____

Preferred Method:

☐ Overnight ☐ 2-Day ☐ Ground

Your Billing Authorization / Account # _____

White, 100% cotton T-Shirts with official color logo on front, (minimum order of 12).

Laminated paper or vinyl Banners

To purchase contact CeCee at (213) 480-0042.

OUTREACH AND MARKETING

Indicate requested quantities below

PANEL CARD

4" x 9" 200 per package.

Armenian _____
Cambodian _____
Chinese _____
English _____
Farsi _____
Hmong _____
Korean _____
Lao _____
Russian _____
Spanish _____
Vietnamese _____

READY-TO-COPY FLYER

8.5" x 11" (Customizable)

English/Spanish _____

TEAR OFF DISPLAY UNIT

8.5" x 11" Display (100 Sheets)

Cardboard Display _____

Eng./Span. Pad _____

CUSTOMIZABLE MINI POSTERS



8.5" x 11" Maximum 25

English _____

Spanish _____

Armenian, Cambodian, Chinese, Farsi, Hmong, Korean, Russian and Vietnamese will be available soon.

MINI POSTERS

8.5" x 11"

Armenian _____
Cambodian _____
Chinese _____
Farsi _____
Hmong _____
Lao _____
Russian _____
Vietnamese _____

RHA USE ONLY

Order Code _____

ENROLLMENT AND TRAINING

Indicate requested quantities below

APPLICATION

Maximum 350

Armenian _____
Cambodian _____
Chinese _____
English _____
Farsi _____
Hmong _____
Korean _____
Lao _____
Russian _____
Spanish _____
Vietnamese _____

HANDBOOKS

Maximum 300

Armenian _____
Cambodian _____
Chinese _____
English _____
Farsi _____
Hmong _____
Korean _____
Lao _____
Russian _____
Spanish _____
Vietnamese _____

REFERENCE MANUALS

English. Limit 1 _____

SUPPLEMENTAL FORMS

Maximum 100

English _____ Spanish _____

MC321 _____
(Application & Envelope: no instructions)
CA 2.1 _____
CA 2.1 Q _____
6"x10" Envelope _____

RHA USE ONLY

Order Code _____

First Lady Unveils New Statewide Advertising Campaign

California's First Lady Sharon Davis and state health officials recently unveiled the latest phase of the Healthy Families/Medi-Cal for Children (HF/MCC) statewide advertising campaign at Hobart Elementary School in Los Angeles on January 25, 2001. This successful event was attended by more than 150 community representatives and school children as well as 25 media outlets.



The Campaign's new multilingual television and radio ads began airing on January 29, 2001. Based on extensive research including focus groups and a public awareness survey, the ad strategy responds to the target audience's requests for advertising to:

- provide more specific cost information- Healthy Families program is \$4-9/month and Medi-Cal is free
- prominently display the toll free phone number (1-888-747-1222) throughout the television ads
- emphasize the short, easy application- applications can be requested by phone, applications can be mailed in and free local assistance is available
- make it clear working families can qualify and that parents can choose their child's health plan and doctor

To further enhance the ad campaign's reach, talent from the television ads are featured in new printed materials using the same strategies. Newspaper print ads produced in six languages (English, Spanish, Cambodian, Chinese, Korean and Vietnamese) and general market and Spanish outdoor ads will begin in March. Mini posters in 10 languages are now available.

The new ads are working. Since the new ads started to air, the call center reached a record high of 11,644 calls the first week. The average daily call volume was 2,328 for that week compared to 1,375 during the month of January. This is an increase of 953 calls per day or a 69 percent increase in call volume. Additionally, 7 out of 10 callers requested an application compared to 5.7 out of 10 callers for the previous month. For more information about how the commercials were developed, see "Why New Commercials?" on page 6.

Reminder: Use the Appropriate Process to Request Reimbursement



The Healthy Families and Medi-Cal for Children application contains a section for EE and CAA information (see page A-3, section 9, box 53).

In order to receive the application assistant reimbursement fee, this section **MUST** be correctly and legibly **completed**. This means that **every line must be filled in** with the appropriate information, including the correct date. Please see the example below:

SECTION 9: Reimbursement for Application Assistance. For CAA use only.

53 I certify I had help in completing this form from the CAA listed below. This CAA's help was FREE of charge. The state will not issue a reimbursement to the EE unless Section 9 is completely and correctly filled out at the time this application is submitted.

Applicant Signature	_____	Date	_____
CAA Signature	_____	CAA#	_____
	EE #	_____	Date
		_____	_____

ATTENTION: Enrollment Entities Responding to Referrals from the Toll-free Line

When responding to callback leads for HF/MCC application assistance and information, please keep in mind that leads come from both the Toll-Free line and School Lunch Fliers. School Lunch Fliers are collateral pieces that are sent to families of children that may be eligible for the reduced school lunch program. If the parents are interested in HF/MCC the fliers are sent back to the school or EDS requesting an application. Therefore it may be confusing to some potential applicants if you say that you are following up on their request from the Toll-Free line when they have requested information from the School Lunch Flier.

A simple statement such as, "I am following up on your request for information about the Healthy Families and Medi-Cal for Children programs", would be a sufficient opening.



Why New Commercials?



When the HFP/MCC launched in July 1998, the advertising campaign was designed to expand awareness among the target audience about the need for health coverage and preventive care. The ads were successful in meeting this goal. However, the ads only were meant to introduce the programs.

In January 2000, a public awareness survey was conducted to gather information on the attitudes and opinions of the target audience about HFP and MCC. The respondents wanted more informational and hard-hitting advertising that would educate and motivate them to enroll their children in one of the two programs. Below is a description of the new television spots that you will see shows like Oprah, Moesha, and Friends and on Spanish language programming such as primetime novelas, Cristina and Primer Impacto:

- "I Can, You Can" features a couple telling a "real life" story about their experience of enrolling their children in HF program. Both parents work, but their jobs do not provide health coverage for their children. They talk about the easy application process. The "real" story empowers the viewer to believe "If they can do it, I can do it, too."
- "Kids Change" portrays a happy and healthy child growing up from a toddler to a teen. The announcer compares the changes that kids go through to the changes in Medi-Cal.
- "Sign Language" shows a possible consequence of not having regular, preventive care or health coverage. The joint HFP/MCC ad features a young girl suffering from hearing loss due to untreated ear infections contrasted with visuals of healthy children getting check-ups to encourage parents to apply because "I don't want this to happen to my child."
- "Bills" portrays a couple trying to make ends meet. While the wife is paying bills including a \$200 doctor bill, the husband arrives home from work with a Medi-Cal application. As couple reviews the application and goes over points such as cost, application and that working families qualify, a sense of relief is conveyed.
- "Easy" & "Four Dollars" are a pair of 15 second HFP spots delivered by child news anchors. "Easy" focuses on the ease of applying and the fact that FREE local application assistance is available. "Four Dollars" states that HFP is \$4-\$9 per month per child and that kids under age 19 qualify.
- "Healthy Soup" introduces "Tia Remedios" as a HFP/MCC Spanish-language spokesperson. Tia is a source of comfort, support, love and advice for the rest of the family. In this spot, Tia is preparing soup for her sick great-nephew. With Healthy Families, he can now see a doctor when he needs to. The announcer discusses comprehensive coverage, cost, the fact that more kids qualify and the ease of the application process.
- "Tea is Not Enough" shows "Tia" visiting another niece and sick great-nephew. Although her tea is helpful, she is wise enough to know that her nephew needs to see a doctor. Her niece is concerned about the cost of a doctor visit and "Tia" tells her about Medi-Cal. The announcer delivers cost, coverage, ease and choice message points.
- "Staying Home" features a working mom who is staying home with her sick child. She worried about her child, but she'll miss a day's pay also. The announcer in this Spanish-language spot tells us about HFP/MCC, stressing both quality care and peace of mind.

Each piece of the new ad campaign was designed to meet specific target audience needs. However to increase campaign recognition, the same talent, message points and themes from the TV spots are utilized in radio, print, and outdoor ads. Currently, two HFP/MCC radio ads in both English and Spanish and several print ads in English, Spanish and selected Asian languages support and expand the TV message points. In addition, new outdoor ads, transit, clinic posters, laundromat posters and lunch wagon ads in English and Spanish with similar messages will soon be seen throughout targeted areas statewide. To further ensure visibility and recognition, the HFP and MCC logos have changed slightly in the all the ads. The logos now appear side-by-side, instead of stacked, to accentuate the value of both distinct programs. With the new changes and wide media coverage, we are confident that this new advertising will help drive referrals to your organization.